IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Ronen DANIEL et al.

International Application No.:   PCT/IL01/00037
International Filing Date: 14 January 2001 (14.01.01)

Serial No.:   Not yet Assigned
Filed: November 30, 2001

For: **METHOD FOR OPERATING A CELLULAR TELECOMMUNICATIONS NETWORK, AND METHOD FOR OPERATING A PERSONAL CELLULAR TELECOMMUNICATIONS DEVICE**

PRELIMINARY AMENDMENT

Commissioner for Patents
Washington, D.C. 20231

Sir:

Before calculating the filing fee for the above identified application, please enter the following amendments.
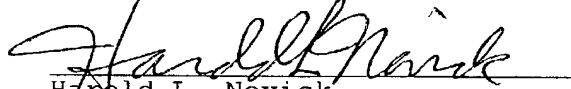
In the Claims:

Please amend claims 4,6,8,9-11,13,14,17-22,24-26,29-34,36-38,42,43,45-47,50,51,54 and 55, as shown in Attachment "A".

A clean copy of the amended claims is herewith provided as Attachment "B".

REMARKS

The above amendments have been made to remove multiple dependencies from the claims and no new matter has been added.

Respectfully submitted,
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Attachment "A"

Marked-up Copy of the Amended Claims

4. (Amended)   The method according to [any one of claims] <u>claim</u> 1 [to 3] wherein the step of transmitting includes transmitting a staggered sequence of display messages advertising an item in progressively smaller geographical areas centered around a predefined location.

6. (Amended)   The method according to [any one of claims] <u>claim</u> 1 [to 5] wherein a display message enables a subscriber to automatically activate one of at least two point-to-point transmission response mechanisms from the list of:

    a voice call;

    an SMS;

    a data session;

    e-mail; and

    a facsimile transmission

where each response mechanism is integrally provided in a display message and actuable by a dedicated response means associated therewith.

8. (Amended)   The method according to [any one of claims] <u>claim</u> 1 [to 7] wherein the step of transmitting includes simultaneously

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transmitting at least two streams of different content display messages, and further comprising the step of providing a programming channel allocation scheme for determining the stream of display messages to be transmitted at each BTS.

9. (Amended) The method according to [any one of claims] claim 1 [to 8] wherein the cellular broadcasting service consists of a substantially continuous stream of PTMP display messages for streaming display on a particular personal cellular telecommunications device.

10. (Amended) The method according to [any one of claims] claim 1 [to 8] wherein the cellular broadcasting service consists of a substantially continuous stream of PTP display messages for streaming display on a plurality of personal cellular telecommunications devices.

11. (Amended) A cellular telecommunications network operative in accordance with [any one of claims] claim 1 [to 10].

13. (Amended) A computer program loadable into a cellular telecommunications network so that the cellular telecommunications network programmed in this way is capable of or adapted to carrying out a method in accordance with [any one of claims] claim 1 [to 10].

14. (Amended) A program storage device readable by a cellular telecommunications network tangibly embodying a program of instructions executable by the cellular telecommunications network for carrying out a method in accordance with [any one of claims] claim 1 [to 10].

17. (Amended) The method according to [either] claim 15 [or 16] wherein the display message discard scheme automatically discards a display message immediately prior to its display if it is

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incomplete.

18. (Amended) The method according to [any one of claims] claim 15 [to 17] wherein the display message discard scheme automatically discards an out-of-date display message prior to its display if it satisfies the condition that

$$T_{CLOCK} - T_{RECEIVE} < T_{DISCARD}$$

where T_{CLOCK} is the clock time of the personal cellular telecommunications device, $T_{RECEIVE}$ is the time of receipt of the display message at the personal cellular telecommunications device, and $T_{DISCARD}$ is a predetermined time interval.

19. (Amended) The method according to [any one of claims] claim 15 [to 18] wherein the display message discard scheme automatically discards displayed display messages from the dynamic storage buffer.

20. (Amended) The method according to [any one of claims] claim 15 [to 19] wherein a PTP display message ready for display is displayed on the display screen in preference to a PTMP display message ready for display.

21. (Amended) The method according to [any one of claims] claim 15 [to 20] wherein the entire handling of a display message from its receipt through to its being automatically discarded is a completely silent process irrespective of whether the display message was displayed on the display screen or not.

22. (Amended) The method according to [any one of claims] claim 15 [to 21] wherein a display message enables a subscriber to automatically activate one of at least two point-to-point transmission response mechanisms from the list of:
    a voice call;
    an SMS;

a data session;

e-mail; and

a facsimile transmission,

each response mechanism integrally provided in a display message and actuable by a dedicated response means associated therewith.

24. (Amended) A computer program loadable into a personal cellular telecommunications device so that the personal cellular telecommunications device programmed in this way is capable of or adapted to carrying out a method in accordance with [any one of claims] <u>claim</u> 15 [to 23].

25. (Amended) A program storage device readable by a personable cellular telecommunications device tangibly embodying a program of instructions executable by the personal cellular telecommunications device for carrying out a method in accordance with [any one of claims] <u>claim</u> 15 [to 23].

26. (Amended) A smart card operable with a personal cellular telecommunications device so that the personal cellular telecommunications device is capable of or adapted to carrying out a method in accordance with [any one of claims] <u>claim</u> 15 [to 23].

29. (Amended) The method according to [either] claim 27 [or 28] wherein the display message discard scheme automatically discards a display message immediately prior to its display if it is incomplete.

30. (Amended) The method according to [any one of claims] <u>claim</u> 27 [to 29] wherein the display message discard scheme automatically discards an out-of-date display message prior to its display if it satisfies the condition that

$$T_{CLOCK} - T_{RECEIVE} < T_{DISCARD}$$

where T_{CLOCK} is the clock time of the personal cellular telecommunications device, $T_{RECEIVE}$ is the time of receipt of the display message at the personal cellular telecommunications device, and $T_{DISCARD}$ is a predetermined time interval.

31. (Amended) The method according to [any one of claims] claim 27 [to 30] wherein the display message discard scheme automatically discards displayed display messages from the dynamic storage buffer.

32. (Amended) The method according to [any one of claims] claim 27 [to 31] wherein a PTP display message ready for display is displayed on the display screen in preference to a PTMP display message ready for display.

33. (Amended) The method according to [any one of claims] claim 27 [to 32] wherein [the entire] handling of a display message from its receipt through to its being automatically discarded is a completely silent process irrespective of whether the display message was displayed on the display screen or not.

34. (Amended) The method according to [any one of claims] claim 27 [to 33] wherein a display message enables a subscriber to automatically activate one of at least two point-to-point transmission response mechanisms from the list of:
    a voice call;
    an SMS;
    a data session;
    e-mail; and
    a facsimile transmission,
each response mechanism integrally provided in a display message and actuable by a dedicated response means associated therewith.

36. (Amended) A computer program loadable into a personal

cellular telecommunications device so that the personal cellular telecommunications device programmed in this way is capable of or adapted to carrying out a method in accordance with [any one of claims] claim 27 [to 35].

37. (Amended) A program storage device readable by a personable cellular telecommunications device tangibly embodying a program of instructions executable by the personal cellular telecommunications device for carrying out a method in accordance with [any one of claims] claim 27 [to 35].

38. (Amended) A smart card operable with a personal cellular telecommunications device so that the personal cellular telecommunications device is capable of or adapted to carrying out a method in accordance with [any one of claims] claim 27 [to 35].

42. (Amended) The method according to [any one of claims] claim 39 [to 41] wherein a PTP display message ready for display is displayed on the display screen in preference to a PTMP display message ready for display.

43. (Amended) The method according to [any one of claims] claim 39 [to 42] wherein a display message enables a subscriber to automatically activate one point-to-point transmission response mechanism from the list of:
     a voice call;
     an SMS;
     a data session;
     e-mail; and
     a facsimile transmission,
each response mechanism integrally provided in a display message and is actuated by a dedicated response means.

45. (Amended) A computer program loadable into a personal cellular telecommunications device so that the personal cellular telecommunications device programmed in this way is capable of or adapted to carrying out a method in accordance with [any one of claims] <u>claim</u> 39 [to 44].

46. (Amended) A program storage device readable by a personable cellular telecommunications device tangibly embodying a program of instructions executable by the personal cellular telecommunications device for carrying out a method in accordance with [any one of claims] <u>claim</u> 39 [to 44].

47. (Amended) A smart card operable with a personal cellular telecommunications device so that the personal cellular telecommunications device is capable of or adapted to carrying out a method in accordance with [any one of claims] <u>claim</u> 39 [to 44].

50. (Amended) The display message according to [either] claim 48 [or 49] wherein the display message is a PTMP display message.

51. (Amended) The display message according to [either] claim 48 [or 49] wherein the display message is a PTP display message.

54. (Amended) The method according to [either] claim 52 [or 53] wherein the display messages are PTMP display messages.

55. (Amended) The method according to [either] claim 52 [or 53] wherein the display messages are PTP display messages.

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Attachment "B"

Clean Copy of the Amended Claims

4. (Amended)   The method according to claim 1 wherein the step of
transmitting includes transmitting a staggered sequence of
display messages advertising an item in progressively smaller
geographical areas centered around a predefined location.

6. (Amended)   The method according to claim 1 wherein a display
message enables a subscriber to automatically activate one of at
least two point-to-point transmission response mechanisms from
the list of:

    a voice call;

    an SMS;

    a data session;

    e-mail; and

    a facsimile transmission

where each response mechanism is integrally provided in a display
message and actuable by a dedicated response means associated
therewith.

8. (Amended)   The method according to claim 1 wherein the step of
transmitting includes simultaneously transmitting at least two
streams of different content display messages, and further

comprising the step of providing a programming channel allocation scheme for determining the stream of display messages to be transmitted at each BTS.

9. (Amended) The method according to claim 1 wherein the cellular broadcasting service consists of a substantially continuous stream of PTMP display messages for streaming display on a particular personal cellular telecommunications device.

10. (Amended) The method according to claim 1 wherein the cellular broadcasting service consists of a substantially continuous stream of PTP display messages for streaming display on a plurality of personal cellular telecommunications devices.

11. (Amended) A cellular telecommunications network operative in accordance with claim 1.

13. (Amended) A computer program loadable into a cellular telecommunications network so that the cellular telecommunications network programmed in this way is capable of or adapted to carrying out a method in accordance with claim 1.

14. (Amended) A program storage device readable by a cellular telecommunications network tangibly embodying a program of instructions executable by the cellular telecommunications network for carrying out a method in accordance with claim 1.

17. (Amended) The method according to claim 15 wherein the display message discard scheme automatically discards a display message immediately prior to its display if it is incomplete.

18. (Amended) The method according to claim 15 wherein the display message discard scheme automatically discards an out-of-date display message prior to its display if it satisfies the condition that

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$$T_{CLOCK} - T_{RECEIVE} < T_{DISCARD}$$

where T_{CLOCK} is the clock time of the personal cellular telecommunications device, $T_{RECEIVE}$ is the time of receipt of the display message at the personal cellular telecommunications device, and $T_{DISCARD}$ is a predetermined time interval.

19. (Amended) The method according to claim 15 wherein the display message discard scheme automatically discards displayed display messages from the dynamic storage buffer.

20. (Amended) The method according to claim 15 wherein a PTP display message ready for display is displayed on the display screen in preference to a PTMP display message ready for display.

21. (Amended) The method according to claim 15 wherein the entire handling of a display message from its receipt through to its being automatically discarded is a completely silent process irrespective of whether the display message was displayed on the display screen or not.

22. (Amended) The method according to claim 15 wherein a display message enables a subscriber to automatically activate one of at least two point-to-point transmission response mechanisms from the list of:
    a voice call;
    an SMS;
    a data session;
    e-mail; and
    a facsimile transmission,
each response mechanism integrally provided in a display message and actuable by a dedicated response means associated therewith.

24. (Amended) A computer program loadable into a personal cellular telecommunications device so that the personal cellular telecommunications device programmed in this way is capable of or

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adapted to carrying out a method in accordance with claim 15.

25. (Amended) A program storage device readable by a personable cellular telecommunications device tangibly embodying a program of instructions executable by the personal cellular telecommunications device for carrying out a method in accordance with claim 15.

26. (Amended) A smart card operable with a personal cellular telecommunications device so that the personal cellular telecommunications device is capable of or adapted to carrying out a method in accordance with claim 15.

29. (Amended) The method according to claim 27 wherein the display message discard scheme automatically discards a display message immediately prior to its display if it is incomplete.

30. (Amended) The method according to claim 27 wherein the display message discard scheme automatically discards an out-of-date display message prior to its display if it satisfies the condition that

$$T_{CLOCK} - T_{RECEIVE} < T_{DISCARD}$$

where T_{CLOCK} is the clock time of the personal cellular telecommunications device, $T_{RECEIVE}$ is the time of receipt of the display message at the personal cellular telecommunications device, and $T_{DISCARD}$ is a predetermined time interval.

31. (Amended) The method according to claim 27 wherein the display message discard scheme automatically discards displayed display messages from the dynamic storage buffer.

32. (Amended) The method according to claim 27 wherein a PTP display message ready for display is displayed on the display screen in preference to a PTMP display message ready for display.

33. (Amended)   The method according to claim 27 wherein handling of a display message from its receipt through to its being automatically discarded is a completely silent process irrespective of whether the display message was displayed on the display screen or not.

34. (Amended)   The method according to claim 27 wherein a display message enables a subscriber to automatically activate one of at least two point-to-point transmission response mechanisms from the list of:

> a voice call;
>
> an SMS;
>
> a data session;
>
> e-mail; and
>
> a facsimile transmission,

each response mechanism integrally provided in a display message and actuable by a dedicated response means associated therewith.

36. (Amended)   A computer program loadable into a personal cellular telecommunications device so that the personal cellular telecommunications device programmed in this way is capable of or adapted to carrying out a method in accordance with claim 27.

37. (Amended)   A program storage device readable by a personable cellular telecommunications device tangibly embodying a program of instructions executable by the personal cellular telecommunications device for carrying out a method in accordance with claim 27.

38. (Amended)   A smart card operable with a personal cellular telecommunications device so that the personal cellular telecommunications device is capable of or adapted to carrying out a method in accordance with claim 27.

42. (Amended)   The method according to claim 39 wherein a PTP

display message ready for display is displayed on the display screen in preference to a PTMP display message ready for display.

43. (Amended)   The method according to claim 39 wherein a display message enables a subscriber to automatically activate one point-to-point transmission response mechanism from the list of:

a voice call;

an SMS;

a data session;

e-mail; and

a facsimile transmission,

each response mechanism integrally provided in a display message and is actuated by a dedicated response means.

45. (Amended)   A computer program loadable into a personal cellular telecommunications device so that the personal cellular telecommunications device programmed in this way is capable of or adapted to carrying out a method in accordance with claim 39.

46. (Amended)   A program storage device readable by a personable cellular telecommunications device tangibly embodying a program of instructions executable by the personal cellular telecommunications device for carrying out a method in accordance with claim 39.

47. (Amended)   A smart card operable with a personal cellular telecommunications device so that the personal cellular telecommunications device is capable of or adapted to carrying out a method in accordance with claim 39.

50. (Amended)   The display message according to claim 48 wherein the display message is a PTMP display message.

51. (Amended)   The display message according to claim 48 wherein the display message is a PTP display message.

54. (Amended)   The method according to claim 52 wherein the display messages are PTMP display messages.

55. (Amended)   The method according to claim 52 wherein the display messages are PTP display messages.